

IN THE ABSTRACT:

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## ABSTRACT OF THE DISCLOSURE

A system and method allow a user to shop by brands using an Internet or online portal to search for and to find information on the Internet, to search for and find brand products, to search for the Internet Uniform Resource Locator (URL) addresses of businesses with the expectation of receiving a correct URL clearly displayed by itself without any other related and supportive information, and to facilitate the reaching, by an online consumer, of a brand name website in fewer clicks with a greatly shortened list of search returns.